

# Gasolene Gossip

By Hank Caldwell

Public confidence in the future prosperity of the whole country is best shown by the phenomenal progress of the motor industry.

I hope every man who has not yet purchased an automobile will read what J. W. Harriman, president of the Harriman National Bank, of New York, has to say in a public announcement about the automobile as "A Great Public Utility."

It was only a few years ago that Wall Street threw a vicious grenade at the very heart of the automobile industry.

Every man of intelligence in the trade perceived the theory of the shot, which was, in brief, to frighten the small investor away from the car and drive him back to the stock market; but, notwithstanding the deceptive purpose of the move, the explosion made an impression and developed considerable feeling against the motor car.

## Bankers Were Unfriendly.

Following this assault by Wall Street, certain bankers in various parts of the country chimed in the publicity chorus and said the car was ruining the country; men were mortgaging their homes to buy motors, neglecting the necessities of life for gasoline and indulging in an extravagance which meant bankruptcy for the country at large.

In spite of its basic weakness and false foundation, this sensational publicity dealt a serious, but fortunately a temporary, blow to the automobile industry.

The men who had staked their fortunes and best judgment on the ultimate outcome went right ahead producing the best cars they could, with perfect honesty of purpose and full confidence in the result.

Unable to keep pace with the substantial progress which followed, the disturbers gradually subsided and stood back, amazed at the success which attended nearly every automobile maker in the land.

But even then many bankers withheld their support and refused to supply the money which was necessary to float the industry during a long period of depression.

## Nothing Wins Like Success.

Despite even this, there was not the slightest cessation of success. In every locality and for every purpose the motor car stamped its value on an everlasting foundation. Men in all walks of life stopped asking themselves if they needed a car and went about buying the best one they could find or the market.

The last vestige of doubt about the utility of the automobile was swept completely from the mind of the merchant, the farmer and the professional man.

And now that the car has proved the importance of its position in our social and commercial life, it is most gratifying to those who have always known that this would come true to see the last man who had to be convinced—the banker—come forth without solicitation and make a public announcement which level confident expresses the honest conviction of nine-tenths of the leading bankers in America.

During the last week the Harriman National Bank has published in the daily press the following announcement:

## What Mr. Harriman Says.

"The automobile has long ceased to be merely an expensive luxury, and is now an economic necessity, as well to the farmer as to the department store or in any occupation where expedition or economy can make its use valuable.

"By means of the automobile the outlying country is being brought closer to the big cities and the values that are created in this way more than offset any ordinary expenses which the owners of automobiles may develop, either in the way of daily upkeep, depreciation or wear and tear. What is gathered from the ground and capitalized certainly reflects the prosperity of the entire community, and money obtained from crops and thrift, even though it goes into automobiles, pianos and pianolas, really puts into circulation new wealth, and the country benefits accordingly.

"With good crops this fall, every expectation of the automobile manufacturers should be fulfilled, while the anticipated reduction in profits per car will unquestionably be more than compensated for by increased sales.

"The Harriman National Bank would be glad to see every farmer and merchant in possession of an automobile, first for his use in his industry, and second for his pleasure, for there is a weighty economic factor of efficiency in the social conditions that surround labor."

## Other Bankers Concur.

I have talked with several well known bankers since Mr. Harriman made this announcement and I find they fully concur in all he has said.

They feel that much has transpired within the last year to place the automobile on a foundation of permanent stability. To a man they said they are now firmly convinced the car has fully established itself as a necessity to our pleasure and progress.

Better cars at moderate prices, they seem to think, is the factor which has turned the tables and opened up a field for unlimited expansion.

When I touched upon "the point of absorption"—the one thing which every man in the industry has frequently discussed—I found, somewhat to my surprise, they do not think this will ever operate seriously against quantity production, provided the original cost of a car is gradually reduced, the roads consistently improved and the expense of maintenance and repair reduced to a standard.

## Auto Stock Breaks Record.

During the last six months the value of the stock of automobile and accessory manufacturing corporations in the United States has appreciated more than \$55,000,000. This is based upon a detailed report of the National Automobile Chamber of Commerce and statistics which have been obtained by "The Horseless Age" and set forth in a lengthy article on the progress of the industry in the issue of July 28.

## Supplying Europe.

It is not remarkable that the motor industry in England should be alarmed at the coming of so many American made cars.

The total value of the cars exported to the United Kingdom for ten months ended last May, according to the government figures, was nearly \$17,000,000, and the value of those shipped to France was more than \$11,000,000.

## A. R. Pardington—Pioneer.

A. R. Pardington, who died last Tuesday night in Harper Hospital, Detroit, was one of New York's pioneer motorists. When the automobile was a weak and uncertain thing and when no one had the slightest idea whether it was going to turn out to be a flash in the pan or a lifesaver to mankind Pardington took the liberal view of the future and from that time until the day of his death his wonderful belief in the car and the enthusiasm which he displayed in many directions contributed largely to the success of the industry.

He deserted the telephone business, where he occupied a prominent position, and cast his fortunes with the automobile. He was one of the founders of the Long Island Automobile Club and the first chairman of the contest board of the American Automobile Association. When William K. Vanderbilt, Jr., conceived the plan of the Long Island Motor Parkway he turned to Mr. Pardington to develop it. For several years Mr. Pardington labored incessantly for the success of this project. When the Lincoln Highway was started he was made the general manager, which position he occupied at the time of his death.

Henry B. Joy, president of the Packard Motor Car Company and the Lincoln Highway Association, was deeply grieved upon hearing of the death of Mr. Pardington.

"His collaborators," Mr. Joy says, "have lost a

commanding officer of peerless efficiency, unflinching effort and unflinching judicial fairness, with a patriotic devotion in the cause of the Lincoln Highway.

"Mr. Pardington gave of his own means and of himself so liberally that he stimulated every person with whom he came in contact to become a soldier in the cause of the Lincoln Memorial Highway.

"His example has given to the great memorial an ever increasing army of followers, who will aid more liberally by donations and personal work. Every signpost along the Lincoln Highway, from the City of New York to the Pacific Coast, stands as a monument to the energy of Mr. Pardington. While thousands have given their dollars to carry on the work, he gave himself."

## Who Drove First Car?

Several claimants have come up lately for the honor of having driven the first automobile in New York City. It would be interesting to determine this point before all the original motorists have passed away and present the rightful holder of the title with a gold medal.

A search through "Horseless Age," which is the oldest living automobile trade paper, does not throw much light on the subject of early motor performances in New York City. The first number of this paper was published in November, 1895, by E. P. Ingersoll, who wrote at that time an editorial on the industry.

He said: "It is a branch of industry yet in an embryonic state. The public believe in it and wait with lively interest its practical application."

Although "Horseless Age" was early in the field, the first number does not say much about who attempted to use the horseless wagon in New York up to 1895. It is known, however, that many vehicles were seen here prior to that date.

## Shortage of Steel.

A gentleman who has just returned from a trip around the motor factories tells me the real reason for the shortage of cars among dealers is the inability of the makers to obtain steel.

While I hardly think this is so, in the case of the Packard shortage of Twin Sixes, it is nevertheless a fact that prospective Packard purchasers are making a desperate kick to President M. J. Budlong of the Packard New York Company. It became rumored a few days ago that it was possible to obtain a Packard by giving a \$500 bonus, and during the last week Mr. Budlong received about a dozen checks for this amount from people well known to him, with requests for delivery as soon as possible.

This is harking back to the old days, when John D. Rockefeller wrote a letter to a United States Senator, asking him if his influence could not secure earlier delivery on a Packard which he had ordered.

President Budlong wired a number of agents and offered them the bonus checks which he had received if they would transfer their early deliveries to the New York branch, but not one of them has agreed to do this. The situation in the Packard company is duplicated in several large New York agencies and factory branches.

## Bing! Goes Detroit Speedway.

The Detroit speedway project has fallen into a brief lull. A photograph of the site, showing "progress," which was published in "The Detroit News," resembled Fred Wagner's cornfield at Smithtown.

If any portion of a speedway was ever there some belligerent must have thrown a poisoned bomb at it in the early stages.

The Detroit News says, in plain English, there isn't any speedway; that the American Automobile Association has not sanctioned a race for September 6 or any other date, drivers have not entered for a race and that the grandstand was a grand bluff.

The Navy Department has paid our Society of Automobile Engineers the compliment of requesting the appointment of two of its members to serve on the naval board of scientific and technical men who are to look into the practical merits of inventions which may be adaptable to naval warfare.

# A New Eight-Cylinder Cadillac

THE new Eight-Cylinder Cadillac is ushered in on the heels of the most impressive success ever recorded in the motor car industry.

It follows a car which has entrenched itself in a positive position of pre-eminence.

The whole country now knows that the number of cars which are even candidates for comparison with the Cadillac has been narrowed down until they can be counted on the fingers of one hand.

The country no longer asks if the Cadillac is as fine a car as some other; but inquires, instead, what other cars compare with the Cadillac,—and how.

If public opinion could be translated into a few simple words, it would doubtless result in the statement that there never has been a motor car equal to the Cadillac Eight,—either in performance or in stability.

It is this kind of a car—this one example of V-type efficiency, demonstrated by a year's experience—which the new Cadillac succeeds.

It succeeds a car which many thousands of people believe to have been the best car which the world had yet produced.

The new Cadillac is the fruit of experience, acquired in the building of 13,000 V-type Eights, and of their service in the hands of 13,000 users.

We believe that in this new car the V-type engine is developed to a point of excellence which even the most conscientious effort to equal cannot reach in many and many a day.

A year ago the Cadillac Company was blazing new paths of progress.

It pioneered new principles and new processes, pushing them to a point of certainty before its first V-type engine was marketed.

Nothing can take the place of that hard and painstaking period of invention, selection, rejection, adjustment and adaptation.

As a result, there is but one V-type standard based on extended experience; that is the Cadillac standard.

There is but one V-type criterion based on a demonstrated certainty; that is the Cadillac criterion.

It is obvious, therefore, that the first Cadillac Eight is the source from which V-type development must borrow its inspiration.

And in that fact lies an exceedingly important consideration.

In the pioneering process to which we have referred, the problems solved were peculiar to Cadillac construction.

They referred to that intimate relation between all the parts and all the processes of manufacture which make for a harmonious whole.

The Cadillac transmission and the Cadillac clutch—to cite only two of a number of features—were developed with direct reference to the requirements of the Cadillac V-type engine and the Cadillac car.

Their adoption by other makers may or may not be successful.

It is not the V-type engine, merely as a type, which has proven such a triumphant success, but the Cadillac Eight-Cylinder V-type engine, built into a Cadillac chassis according to Cadillac ideals—and as Cadillac artisans know how to build it.

That is what we meant when we said that nothing can take the place of Cadillac experience in building 13,000 cars.

That is why we do not believe that the equal of this new Cadillac Eight will exist for many a long day.

The first Cadillac Eight furnishes for those who would emulate its excellence the one certain source of V-type information based on extended experience.

And the second Cadillac Eight, with that wonderful experience to build upon, naturally and logically marks an advance over the initial achievement.

There are no doubts or uncertainties about it.

Its advantages and virtues are all clear and positive and plain.

It has taken the one safe V-type criterion and carried it to the highest pitch.

It is twelve months away—13,000 cars away—from the least or last element of experiment.

Its pre-eminence cannot consistently be questioned.

In the face of the widespread adoption of the very principles which produced that pre-eminence, its leadership is not even a subject for discussion.

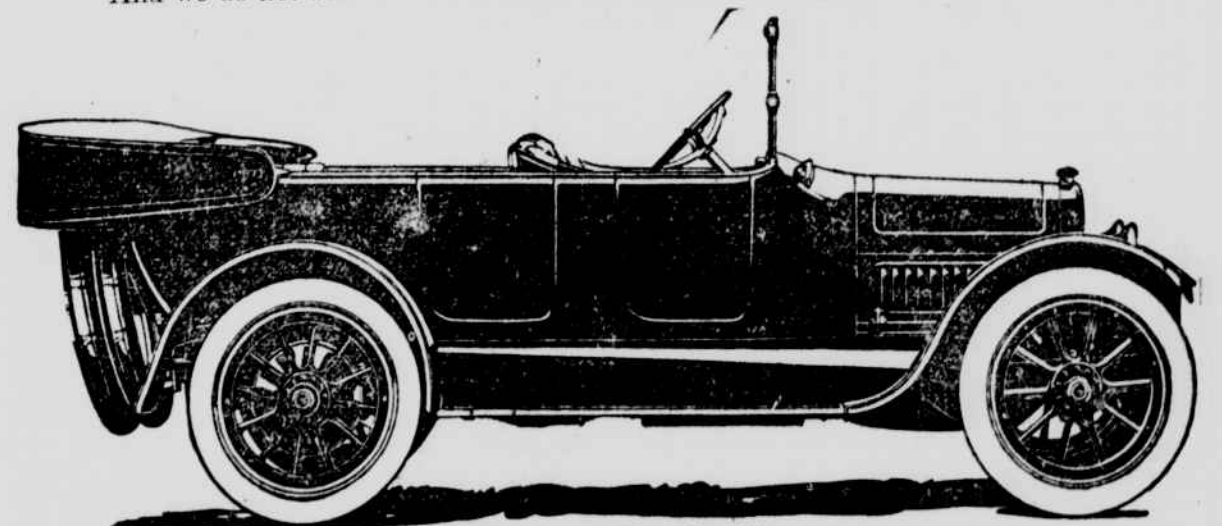
We believe that the new Eight-Cylinder Cadillac embodies the most practical combination of all 'round efficiency.

No really desirable qualities are sacrificed in order that some less essential—which 'provide more spectacular but empty "talking points"—may be exploited.

We believe that it possesses a maximum of the worth-while characteristics which the most exacting motorist wants in his car—power, speed, smoothness, flexibility, ease of operation, dependability and endurance.

We repeat—again—we do not believe the equal of this new Cadillac exists.

And we do not believe that it can or will exist for a long time to come.



SEVEN PASSENGER CAR, \$2080.

Other styles—Five passenger Sedan \$2080—Roadster \$2080—Three passenger Victoria \$2400—Five passenger Brougham \$2660—Seven passenger Limousine \$3450—Seven passenger Berlin \$3900. Prices include standard equipment, F. O. B. Detroit.

**CADILLAC MOTOR CAR CO.**

**DETROIT, MICH.**

## Detroit Cadillac Motor Car Company

INGLIS MOORE UPPERCU, President

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232 HALSEY STREET  
Phone 3240 Mulberry

Brooklyn Branch:  
61 FLATBUSH AVENUE  
Phone 527 Main

Bridgeport Branch:  
FAIRFIELD AVENUE  
Phone 214

## NEW SERIES CADILLAC

Body, Hood and Radiator Altered in Design.

The Cadillac Motor Car Company announces a new series of its eight cylinder car. No radical change is made in the essential features, but the body, hood and radiator are altered in design and the price has been increased slightly.

The Cadillac is the first American company to increase its price this year. It is not unlikely, however, that its lead may be followed later by other companies, when they get closer to their cost of production. The Cadillac announced the first series of its eight around the first of the year, and it has had six months to determine the actual production cost of 13,000 cars now in use.

Concerning the increase of \$105 on the open body styles, W. C. Leland, general manager of the company, says:

"We simply could not continue to produce a car of the Cadillac type and quality at the old price without doing so at a loss, and I do not think any one expected us to do that. We shall continue to use the best materials we can obtain, and certainly the best materials have not been reduced in price. On the contrary, we are paying more for some materials now than in the past. We engage only expert workmen and have to pay well for them.

"We found that the price of our eight car set too low in the beginning. This we had to learn from the actual production of a great many thousand cars. We think the 13,000 buyers of the first series of Cadillac eights have been the pioneers.

"In face of the fact that hundreds of thousands of automobile owners today are seeing their cars depreciated in value because their makers have felt obliged to reduce prices on new cars the owner of an eight cylinder Cadillac now sees his car actually advanced in value."

## Hudson 48 Hour Service.

Few dealers have been able to get as since the new models began to appear and those who have depended upon freight shipments have lost a great many sales by guaranteeing delivery on a given date. Freight lines all through the country have been tied up and there has been no certainty whatever about arrival time.

Two or three New York dealers fully realized what difficulty they were going to have to get cars and made arrangements for express shipments. As a consequence of having prepared himself Harry S. Hought, president of the Hudson Company, says he has been able to guarantee forty-eight hour delivery of all Six Forty Hudson phaetons and hasn't missed making a single delivery on schedule time.

## ANNOUNCEMENT

The following prices f.o.b. Detroit, effective Aug. 2, 1915

Ford Runabout . . . . .	\$390.00
Ford Touring Car . . . . .	440.00
Ford Town Car . . . . .	640.00

No speedometer included in this year's equipment, otherwise cars fully equipped.

There can be no assurance given against an advance in these prices at any time. We guarantee, however, that there will be no reduction in these prices prior to Aug. 1, 1916.

### Profit-Sharing with Retail Buyers

On August 1, 1914 we made the announcement that if we could make and sell at retail 300,000 Ford cars between August 1, 1914 and August 1, 1915 we would share profits with the retail purchasers, to the extent of from \$40 to \$60 on each car. We have sold over 300,000 Ford cars in the time specified, and profit-sharing checks of \$50 each will be distributed as rapidly as possible after August 15, 1915. Retail purchasers who have not yet mailed us their profit-sharing coupons, properly endorsed, should do so without delay.

Our plan to profit-share with retail purchasers of Ford cars during 1914-15 has been most successful. We thoroughly believe in it, but, realizing the uncertainty of conditions generally makes it advisable to defer any announcement of future profit-sharing until a later date.

We are, however, confident of our inability to reduce costs for several months, and therefore can offer no profit-sharing for cars delivered during August, September and October, 1915.

1723 B'way, N. Y.  
607 Bergen Ave.  
Bronx.  
564 Jackson Ave., L. I. City.

DETROIT

1476 Bedford Ave.,  
Bklyn.  
Central Ave. &  
Halsey St., Newark, N. J.